

Invention Advertisement

You have just completed a lesson on Williamsburg, and saw how the various trades had a significant impact on the local people. These businesses came from the needs and wants of the population. Shops were successful due to having more business.

Shop owners wanted more goods to be sold to increase their profit. One way they did this was to make their products more quickly and easily. This change resulted from various inventions and better technology. One of the most famous inventors of the colonial time period was Benjamin Franklin.

Four of his inventions that impacted the people of the time were the Franklin Stove, odometer, bifocals, and the lightening rod. Read through the articles and choose one invention. Pretend you are an investor in one of these inventions and want the public to purchase the product. Develop an advertisement to persuade people to buy this item, and show them how their lives will be better as a result.

http://www.pbsbenfranklin.org/benfranklin/13_inquiring_little.html

http://inventors.about.com/od/fstartinventors/ss/Franklin_invent_4.htm

<http://sln.fi.edu/franklin/inventor/inventor.html>

<http://www.ideafinder.com/history/inventions/bifocals.htm>



Invention Advertisement Rubric

Item/Score	Score of 3	Score of 2	Score of 1
Content	Advertisement has several facts and pictures about the invention.	Advertisement has some facts and/or pictures about the invention.	Advertisement has just a few facts and/or pictures about the invention.
Persuasiveness	I can get anyone to buy this item! People can see how this will make their lives better and easier.	After consideration, I can get some people to buy this item.	No one wants to buy this item.
Spelling & Mechanics	Advertisement is free of any spelling or grammatical errors.	Advertisement has a few spelling or grammatical errors.	Advertisement has several spelling or grammatical errors.
Neatness: straight lines, no eraser marks, appropriate text size, legibility, etc.	Final advertisement is carefully thought out and executed.	Final advertisement has some areas that could be improved.	Final advertisement has several areas that need to be improved.
Text Features: bold print, underlining, bullets, title, pictures, labels, captions, etc.	Text features enhance the effectiveness of the advertisement.	There are too many text features OR there are not enough text features to make the advertisement effective.	There are no text features present.

_____/15

Name: _____